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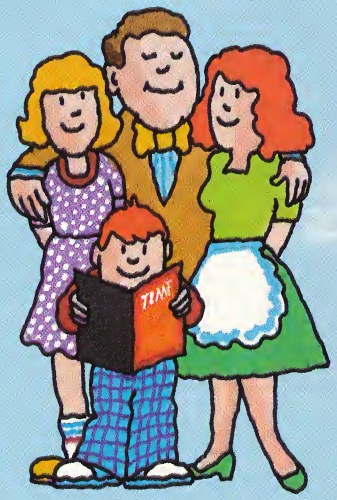

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With TIME, you are privy to the important week's news that's happening to you—collected in one convenient report.

Furthermore, your subscription to TIME gives you certain inalienable rights. Herewith, ten of them. Yours to exercise freely, and relish.

1. You have the right to be heard at parties. And other places, too.

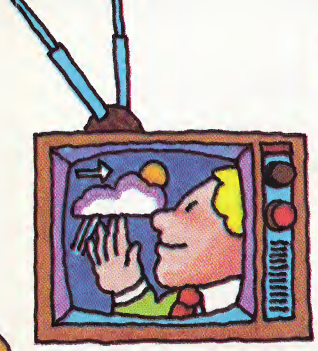
Whenever people gather to display ideas, opinions, facts, and fancies, you'll shine. Part of the glory of being a well-informed TIME reader.

2. You have the right not to read any other printed news. You simply won't need to.

Sure it's tempting to stock up on magazines and newspapers by the pound. It's also expensive. And sometimes wasteful (who has the time to read them all?). Relax. TIME's so good you won't need the others.

3. The day TIME arrives, you have the right to ignore whatever chore, commitment, or responsibility that usually demands your attention.

Scowl at the dog. Turn your nose up at the laundry. Elbow the vacuum cleaner. Then, nestle into your favorite chair and partake of this engrossing newsweekly.



4. Use TIME to complement the six o'clock news.

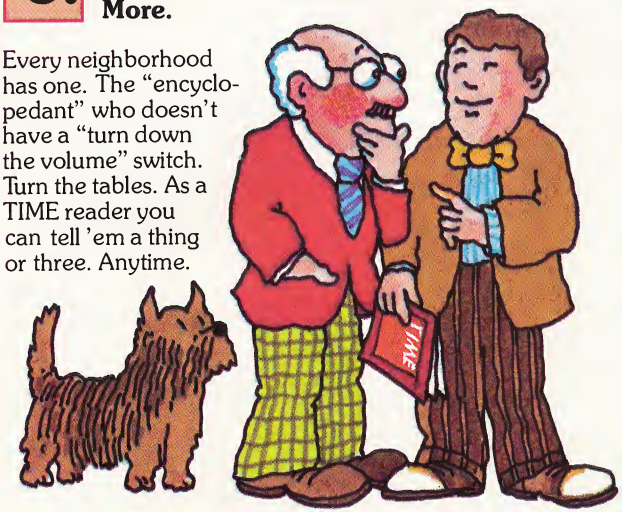
TIME assists the attractive, televised faces and their limited air time. TV reporting is at the mercy of commercials, weathermen, and even blackouts. Tune into TIME. Its 45,000 words get to the heart of the week's main issues. And it never needs repair or adjusting.

5. You don't have to read TIME cover to cover. Unless you want to.

TIME is a payload of facts, insights, pictures, and words. Still there's really no need to mine it all, every week. Read as much or as little as pleases you! Just a few good articles — or even a scan of the photos, captions, and graphics— can deliver your money's worth. And then some.

6. You have the right to tell your know-it-all neighbor something about movies. Books. Politics. Oil. Gold. Elections. More.

Every neighborhood has one. The "encyclopedant" who doesn't have a "turn down the volume" switch. Turn the tables. As a TIME reader you can tell 'em a thing or three. Anytime.



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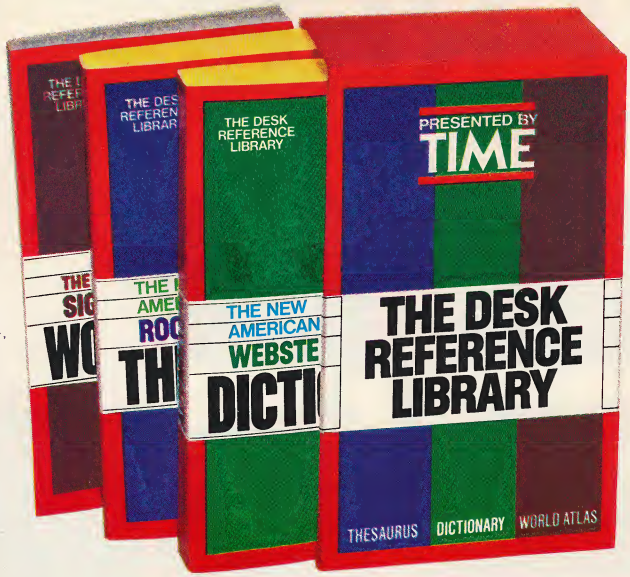

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